

Thank you for visiting our website, [www.linguarum.de](http://www.linguarum.de), and showing an interest in our translation services. Protecting your personal data is our top priority. We outline below the types of personal information we collect when you visit our website and how we use it. The privacy policy applies to all domains, systems, platforms and devices (including desktops and mobiles) where the website is accessed. The data processing, we carry out and the measures we implement to protect your privacy comply with statutory provisions, particularly those found in the German Federal Data Protection Act (BDSG), the German Telemedia Act (TMG) and the EU General Data Protection Regulation (GDPR). We will only collect, process and store your personal data as required to operate this website and provide our content and services, process enquiries and, as required, to process orders or contracts, but only if there exists a legitimate interest within the meaning of article 6(1)(f) GDPR or some other legal basis. Your data will only be used for other purposes as specifically set out when you give your consent, such as sending advertising information, and only if specific separate consent was granted.

## 1. The Controller, as defined in article 4(7) GDPR

The Controller, as defined in the GDPR, other national data protection legislation in the European Union member states, and other data protection regulations, is:

Profi Partner GmbH, Rupert-Mayer-Str. 44, 81379 Munich

Contact information: Email: [info@linguarum.de](mailto:info@linguarum.de)  
Telephone: +49 (0) 89 9041 1994

## 2. Encryption

We use SSL or TLS encryption on our website for security reasons, and to protect personal data and other confidential content when it is transferred. You will be able to see the encryption in the character string "https://" and lock icon in your address bar.

## 3. Data you submit for translation

The documents you submit for translation and the translations we deliver to you are stored on our company's own NAS server. Your documents will not be shared with third parties. Storing the translations enables us to compare your current projects with your previous translations. The data will be deleted immediately if requested by you.

## 4. Data processing to enable us to provide the website

**4.1.** Data processing covers the following data: information about browser types and versions used, users' operating systems, users' IP addresses, dates and times the website is accessed, websites and resources (images, files, other page content) that were accessed on our website, and websites from which users' systems reached our website ("referrer tracking").

**4.2.** Length of time personal data is stored

The technical data mentioned above is deleted as soon as it is no longer needed to ensure that the website is compatible for all visitors, but no later than 3 months after our website was accessed.

**4.3.** Legal basis

The legal basis for processing personal data is article 6(1)(f) GDPR (legitimate interest). Our legitimate interest is to ensure that we achieve the purpose described below.

**4.4.** The purpose of data processing

We process data so that we can maintain our website's compatibility for as many visitors as possible and tackle abuse and eliminate faults. In order to achieve this, we need to log the technical data from users' computers so that we can respond to display errors, attacks on our IT systems and/or errors in our website's performance. In addition, we use the data to optimise the website and to guarantee the security of our information technology systems in general.

## 5. special functions on our website

**5.1.** Online price calculator

You can contact us using our online price calculator and get a non-binding offer for your translation project. You will be asked to enter information such as your name, email address, telephone number and company name (optional), in addition to information about the translation project. You will also have the option of uploading your document to our server so that our word calculator can work out the number of words. This privacy policy covers the data entered directly in the input screen and the data uploaded to the server.

The legal basis for processing is article 6(1)(b) GDPR. After the contact enquiry has been fully processed, use of your data will be restricted with regard to further processing and the data will be deleted after the statutory retention periods have expired, unless you have expressly consented for us to continue to use your data. We will also be able to use your data again if we are legally permitted to do so. Please note that the data may be used for direct marketing, on the basis of article 6(1)(f) GDPR. Please note also that the data subject has the right to object, in accordance with section 10 of this policy.

**5.2.** Email contact

If you contact us with questions of any kind, either by email or via the contact form, you are giving us your consent to make contact. A valid email address is required for this purpose. This is used to allocate and respond to the enquiry. Providing additional data is optional. The information you provide will be stored in order to process the enquiry and for any potential follow-up questions. After your request has been dealt with, the personal data will be automatically deleted.

## 6. Cookies

**6.1.** When you use our website, cookies will be stored on your computer. Cookies are small text files that are stored on your hard drive by your browser. Specific information passes from the cookie to the location where the cookie originated. Cookies cannot run programs or place viruses on your computer. They allow certain functions on our website to be used, market research to be carried out and our website to be made more user-friendly, more effective and more attractive overall.

**6.2.** The legal basis for processing is either article 6(1)(b) GDPR or, in accordance with article 6(1)(f) GDPR, safeguarding our legitimate and, as part of balancing interests, our overwhelming interest in our website operating as well as possible, being as stable as possible and designed in the most user-friendly way possible, and in our website being presented to the highest possible standard.

**6.3.** We use what are known as transient and persistent cookies on our website. The scope of the cookies and the way they function is explained below:

*Transient cookies* are automatically deleted when you close your browser. They mainly include session cookies. Session cookies save what is known as a session ID, which is used to allocate a range of requests from your browser to the combined session. This allows your browser to be recognised, when you visit various pages on our website, for example. Session cookies are deleted when you log out or close the browser.

*Persistent cookies* remain on your device so that your browser can be recognised when you return to our website after a previous visit. Persistent cookies are automatically deleted after a specified period, which can differ depending on the cookie.

**6.4.** You can see how long individual cookies are stored in the overview in your browser's security settings. You can also configure your browser so that you are informed when cookies are installed and can decide whether or not you want to accept individual cookies. In addition, you can opt not to accept cookies in certain general cases. You can also delete the cookies at any time in your browser's security settings. This may, however, mean that you are not able to use all of the features on our website.

## 7. Google Analytics

We use Google Analytics on our website. Google Analytics is a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".

Google Analytics is used to analyse usage behaviour on our website. The legal basis for processing is article 6(1)(f) GDPR. Our legitimate interest lies in the analysis, optimisation and commercial operation of our website.

Usage and user-related information, such as IP address, location, and time or frequency of visits to our website, is transferred to a Google server in the USA and stored there. We use Google Analytics with anonymisation. Google uses this feature to shorten IP address within the EU and EEA.

The data collected in this way is used by Google to provide us with an analysis of visits to our website and user activity on the website. This data can also be used to provide other services related to the use of our website and the internet.

Google declares that it will not link your IP address to other data. Google has more privacy information at <https://policies.google.com/technologies/partner-sites?hl=en-GB>, including options for preventing your data from being used.

Google also provides an opt-out add-on and further information at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. This add-on can be installed on the most common internet browsers and offers you greater control over the data that Google collects when you visit our website. The add-on informs Google Analytics JavaScript (ga.js) that information about the visit to our website should not be transferred to Google Analytics. This does not, however, prevent information from being transferred to us or to other web analysis services. You can of course also find out in this privacy policy which other web analysis services we use, if any.

## 8. Google Maps

We use Google Maps on our website to show our location and give directions. Google Maps is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".

In order to allow us to display certain fonts on our website, you will be connected to Google's server in the USA when you access our website.

If you access the Google Maps component embedded in our website, Google will store a cookie on your device via your internet browser. In order for our location to be displayed and directions provided, your user settings and user data will be processed. We cannot exclude the possibility that Google will use servers located in the USA.

The legal basis for processing is article 6(1)(f) GDPR. Our legitimate interest lies in optimising the functionality of our website.

Your connection to Google enables Google to identify which website your request was sent from and which IP address directions should be sent to.

If you do not agree to your data being processed in this way, you have the option of preventing cookies being installed by using the relevant settings in your internet browser. Information on how to do this can be found in the "Cookies" section above.

Google Maps and the information obtained via Google Maps are used in accordance with Google terms of service <https://policies.google.com/terms?gl=DE&amp%3Bhl=de&hl=en-GB> and the terms and conditions for Google Maps [https://www.google.com/help/terms\\_maps.html](https://www.google.com/help/terms_maps.html). Google provides further information at <https://adssettings.google.com/authenticated> and <https://policies.google.com/privacy>.

## 9. Google Ads with conversion tracking

We use the Google Ads advertising system and conversion tracking on our website. Google Ads is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".

We use conversion tracking for targeted advertising about our services. The legal basis for processing is article 6(1)(f) GDPR. Our legitimate interest lies in the analysis, optimisation and commercial operation of our website.

With conversion tracking, when you click on an advertisement displayed by Google, a cookie will be placed on your device. Conversion cookies expire after 30 days and are not used to identify you personally.

While the cookie is still valid, if you visit a specific page on our website, both Google and we will be able to assess that you clicked on one of our advertisements on Google and that you were then redirected to our website.

With the information it has collected, Google creates statistics for us about your visit to our website. The data also provides us with information about the number of users who clicked on our advertisement(s) and the pages on our website that they then accessed. We are not able to identify you in this way and nor are third parties who also use Google Ads. You can also prevent cookies being installed or restrict their use by using the relevant settings in your internet browser. Whenever you wish, you can also delete cookies that have already been placed on your device. The actions you need to perform depend on the specific internet browser you are using, however. If you have any questions, please use your internet browser's help function or documentation or contact the browser's manufacturer or support department. Google also provides further information on this topic, particularly about options for preventing your data being used, at:

<https://services.google.com/sitestats/de.html>, <https://policies.google.com/technologies/ads?hl=en-GB>, or at <https://policies.google.com/privacy?gl=de&hl=en-GB>.

## 10. The rights of data subjects

The General Data Protection Regulation guarantees you certain rights that you can exercise with respect to us - as long as the legal requirements are fulfilled.

**Article 15 GDPR** – Right of access by the data subject: you have the right to request confirmation from us as to whether or not your personal data is being processed and, if it is, what data is involved and what processing involves.

**Article 16 GDPR** – Right to rectification: you have the right to request that we rectify inaccurate personal data involving you without undue delay. With the purposes of the processing taken into account, you also have the right to request that incomplete personal data be completed, including via a supplementary statement.

**Article 17 GDPR** – Right to erasure: you have the right to request that we erase your personal data without undue delay.

**Article 18 GDPR** – Right to restriction of processing: you have the right to request that we restrict processing.

**Article 20 GDPR** – Right to data portability: where processing is based on consent or is carried out to fulfil a contract, you have the right to receive the personal data you provided us with in a structured, commonly used and machine-readable format, and, where technically feasible, you have the right to transfer this data to another controller, or have the data transferred directly to another controller, without hindrance from us.

**Article 21 GDPR** – Right to object: You have the right, on grounds relating to your particular situation, to object at any time to the processing of your personal data when processing is required for our legitimate interests or to protect a task carried out in the public interest or in the exercise of official authority. If you object, we will stop processing your personal data unless we can demonstrate compelling legitimate grounds for processing which override your interests, rights and freedoms, or if processing helps establish, exercise or defend legal claims.

If we process your personal data for direct marketing purposes, you have the right to object to processing at any time. If you object to processing for direct marketing purposes, your personal data will no longer be processed for such purposes.

**Article 77 GDPR, in conjunction with section 19 BDSG** – Right to lodge a complaint with a supervisory authority: if you consider that the processing of your personal data breaches current legislation, you have the right, at any time, to lodge a complaint with a supervisory authority, particularly in the Member State of your habitual residence, place of work or place of the alleged breach.

If you have consented to processing, you have the right to withdraw your consent at any time. In this situation, all data processing carried out before you withdraw your consent will still be lawful. If you wish to withdraw your consent to processing, please notify us via the contact address above.